

A.D. 1887. 2. N<sup>o</sup> 9413.  
WARD'S COMPLETE SPECIFICATION.

9413

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"A HANDFUL OF DIRT MAY BE  
A HOUSE FULL OF SHAME"  
USE SAPOLIO FOR  
ALL  
HOUSE CLEANING

FIG.1.

FIG.2.



*Date of Application, 2nd July, 1887.  
Specification Accepted, 2nd Aug., 1887.*

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A.D. 1887, 2nd JULY. N° 9413.

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#### COMPLETE SPECIFICATION.

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#### A New Mode of Advertising.

I, ARTEMAS WARD, of 31 Snow Hill, in the city of London, Advertising Agent, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

- 5 My invention relates to a new and improved mode of indelibly advertising upon brushes and wooden ware in such a manner that an advertisement Trade Mark or Trade name or descriptive matter thus indelibly branded upon the said brushes and wooden ware shall not be visible to the public notice until the said brush or brushes and wooden ware shall have been in use for some time.
- 10 The novelty and advantage of this my invention is that a manufacturer or dealer may advertise his goods on brushes and wooden ware without defacing the appearance of the brushes and wooden ware when sold to the public and without the public knowing that an advertisement is contained thereon at the time when the public purchase the brushes and wooden ware.
- 15 I now proceed to describe my invention reference being had to the accompanying drawings hereunto annexed and the figures and letters marked thereon.  
Fig. 1. represents a top plan view of an ordinary brush, shewing the same suitably branded.
- 20 Fig. 2. represents a similar view as that shewn in Fig. 1. but indicating the manner in which a suitable label may be affixed thereon.  
To accomplish the object of my said invention I proceed as follows:—  
I take a brush of any described size or pattern, such as that shewn in Fig. 1 and indelibly brand thereon (by means of suitable branding irons) any Trade Mark or Trade name or descriptive matter.
- 25 A perishable label A of any desired pattern is now placed and pasted or otherwise affixed over the Trade Mark Trade name or descriptive matter branded as aforesaid upon the brush in the manner shewn in Fig. 2.

[Price 6d.]

*Ward's New Mode of Advertising.*

When the aforesaid perishable label becomes wet or wears off by use of the aforesaid brush, the Trade Mark Trade name or other descriptive matter indelibly branded upon the back of said brush becomes exposed again as shewn in Fig. 1.

Having now particularly described the nature of my said invention, and in what manner the same is to be performed, I declare that what I claim is:— 5

In any kind of brushes and wooden ware the said brushes and wooden ware stamped marked or indelibly branded with any desired Trade Mark, Trade name or descriptive matter, and a suitable label affixed over the aforesaid Trade Mark Trade name or descriptive matter upon said brushes and wooden ware substantially as and for the purpose hereinbefore described, set forth and illustrated in the drawings 10 hereunto annexed.

Dated this Second day of July 1887.

REGINALD W. BARKER,  
Applicant's Agent.

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